

Fulfilling Our Commitment to Arizona's Youngest Kids

Strategic Communications Plan:
Year 1 Update

Presentation Overview

- Why Strategic Communications?
- Our Goals
- Strategies
- Messaging
- Results
- Next Steps

Public Information on Early Childhood – It's the Law!

8-1171. Regional and statewide direct and grant program requirements; permitted objectives

(Caution: 1998 Prop. 105 applies)

Programs undertaken by the board and the regional partnership councils, either directly or through the award of grants, shall accomplish one or more of the following objectives:

- 1. Improving the quality of early childhood development and health programs.
- 2. Increasing access to quality early childhood development and health programs.
- 3. Increasing access to preventive health care and health screenings for children through age five.
- 4. Offering parent and family support and education concerning early child development and literacy.
- 5. Providing professional development and training for early childhood development and health providers.
- 6. Increasing coordination of early childhood development and health programs and public information about the importance of early childhood development and health.

Board's Charge

- Create a strategic communications plan to increase public awareness of the importance of early childhood development and health that is:
 - Comprehensive
 - Consistent statewide
 - Based on research
 - Focused on measurable outcomes

Strategic Plan Objectives

- Build and drive support for investments in early childhood and services for kids 5 and younger
- Ensure consistent messaging by FTF staff, partners, champions and the general public
- Position FTF as a leader in fulfilling our commitment to AZ's youngest kids
- Inform caregivers of kids birth to 5 about early childhood programs

Community Outreach

- Most credible messengers are local
- Staff identified and trained to do grassroots community outreach. To date, staff have:
 - Participated in more than **1,400 meetings, presentations and events.**
 - Created **opportunities for more than 153,000 people to get information** about the importance of early childhood.
 - And, **signed up almost 4,000 people to help** continue to spread the word about the importance of early childhood and the role of FTF in getting kids ready for school.

Brand Management

- Assigned specific staff member to manage FTF brand.
- Developed a Communications Toolkit with brand standards, resources & tools.
- Specific protocols, technical assistance for grantees.
- Training for internal and external stakeholders.

Earned Media

- Press Invitations to Major Events
- Bi-Monthly Press Releases
- Grantee protocols include suggestions for times to reach out to media re: programs and services
- Combined efforts of grantees and FTF have resulted in **approximately 160 media hits related to FTF in FY 2011**

Email, Web & Social Media

- Regular CEO communications – **Bi-weekly**
- Electronic Newsletter - **Monthly**
- Facebook – **1,800 fans**
- Twitter – **Almost 100 followers**
- Web Refreshment

Advertising

- Media included TV, radio, billboards, cinema, online, newspaper, grocery, transit boards and gas station pump toppers.
- Media flights ran in early summer, late summer/early fall 2010 and spring 2011.
- Results: **Almost 377 million impressions across various media statewide.**

Overview of Message Testing

- Reinforced that the majority of individuals continue to support the messages we have been using.
- Also reinforced that teachers, school counselors, and education officials are among the most credible messengers.
- Business leaders still the least credible; law enforcement as credible messengers decreased.

Measuring Success – Year 1 Goals and Achievements

- BENCHMARK

Increase the perceived importance of early childhood issues from 76% to:

- 78% in FY 2011
- 79% in FY 2012
- 80% in FY 2013

- Actual Achievement in FY 2011:

80%

Measuring Success – Year 1 Goals and Achievements

- BENCHMARK

Increase total awareness
of FTF from 20%
baseline to:

- 24% in FY 2011
- 27% in FY 2012
- 32% in FY 2013

- Actual Achievement in
FY 2011:

34%

More Good News

Of those who remember seeing, hearing or reading something about FTF recently:

- 28 % are aware that FTF supports early childhood education and development (up from 16%)
- 21% remember most that FTF is about the importance of early childhood education/early intervention
- 78% say the message was positive (up from 57%)

Measuring Success – Year 1 Goals and Achievements

- BENCHMARK

69% of Arizonans surveyed who were aware of FTF strongly or somewhat support FTF. Increase support to:

- 75% in FY 2011
- 80% in FY 2012
- 85% in FY 2013

- Actual Achievement in FY 2011:

70%

Next Steps

- Continue to review the data collected as part of the research
- Share more detailed information with advisory groups such as the Board's Communications and Government Affairs Committee and our internal Communications Workgroup
- Provide recommendations for any changes to the Communications benchmarks or strategies at the August Summit

Thank You!

Questions?